Substitute for form 1449A/PTO				Complete if Known	
				Application Number	not yet assigned
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				**Filing Date**	herewith
				First Named Inventor	KEIL et al.
				Group Art Unit	not yet assigned
(use as many sheets as necessary)				**Examiner Name**	not yet assigned
Sheet	1	of	6	**Attorney Docket Number**	B01.003

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Examiner Initials*	Cite No.[1]	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code[2] (if known)			
	A	6,012,051		Sammon, Jr. et al.	01-04-2000	
	B	6,134,532		Lazarus et al.	10-17-2000	
	C	6,236,978 B1		Tuzhilin	05-22-2001	

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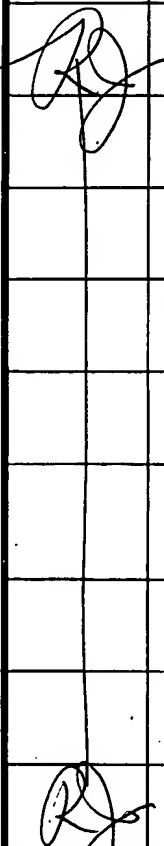| Examiner Initials*	Cite No.[1]	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T[6]
		Office[3]	Number[4]	Kind Code[5] (if known)				

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[1]Unique citation designation number. [2]See attached Kinds of U.S. Patent Documents. [3]Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4]For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5]Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. [6]Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449A/PTO	*Complete if Known*	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Application Number	Not yet assigned
	Filing Date	herewith
	First Named Inventor	KEIL et al.
(use as many sheets as necessary)	Group Art Unit	Not yet assigned
	Examiner Name	
Sheet 2 of 6	Attorney Docket Number	B01.003
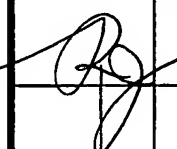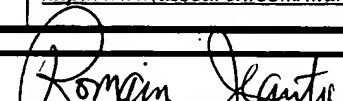
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Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
(initialed)	D	"The ACA/HB Module for Hierarchical Bayes Estimation", *Sawtooth Software, Inc.* (August, 1999)	
	E	Magidson, Jay, and Vermunt, Jeroen K., "Latent Class Models"	
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	G	Acatech, "Adaptive Conjoint Analysis" (Version 4), *Copyright Sawtooth Software, Inc. (April 1993)*	
	H	McCullough, Dick, "Trade-off Analysis": *A Survey of Commercially Available Techniques*	
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Examiner Signature	*(signed)*	Date Considered	7-18-06

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Sheet	3	Of	6	Attorney Docket Number	B01.003

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	M	Orme, Bryan "Helping Managers Understand the Value of Conjoint", *Copyright, Sawtooth Software, 1996*	
	N	Pinnell, Jon and Olsen, Pam "Using Choice-Based Conjoint To Assess Brand Strength and Price Sensitivity", *Copyright 1996, Sawtooth Software*	
	O	Pinnell, Jon (1994) "Multistage Conjoint Methods to Measure Price Sensitivity"	
	P	Dawson, Neal V. (91-94) "A Model of Patients' Preferences in Serious Illness", *http://www.ahcpr.gov/clinic/medteprp/list8.htm*, (Download date 3/30/01)	
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	R	Kanninen, Barbara, K. (1/1/00 – 6/30/02) "Optimal Experimental Design for Nonmarket Choice Experiments", *http://www.es.epa.gov/ncerqa_abstracts/grants/99/deci/kanninen.html*, (Download dated 4/11/01)	
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Examiner Signature				Date Considered	7-18-2006

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Substitute for form 1449A/PTO			*Complete if Known*	
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			First Named Inventor	KEIL et al.
			Group Art Unit	Not yet assigned
			Examiner Name	.
Sheet	4	of 6	Attorney Docket Number	B01.003

		OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS	
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[initialed]	V	Tyner, Mary Jane and Weiner, Jonathan – MACRO – "Optimal Pricing Strategies Through Conjoint Analysis", http://www.macroinc.com/html/art/s_opt.html (Download date 4/10/01)	
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	AA	Decision Support Inc., A Full Service Market Research & Consulting Firm, "Services Offered" http://www.decisionsupportinc.com/services.html (Download date 4/10/01)	
	BB	Landsend.com, "My Personal Shopper: Like having a personal wardrobe" http://www.landsend.com/vpsEntry.cgi?mode=GRAPHIC&refer=c.../&sid=098702323344 (Download date 4/11/01)	
	CC	Direct1.com "About Direct1" http://www.direct1.com/company/whatdowedo.html (Download date 4/3/01)	
[initialed]	DD	Discretechoice.com "White Papers: Sample Discrete Choice Analysis", http://www.discretechoice.com/analysis.html (Download date 1/2/01)	

Examiner Signature	*[signature]*			Date Considered	7-18-06

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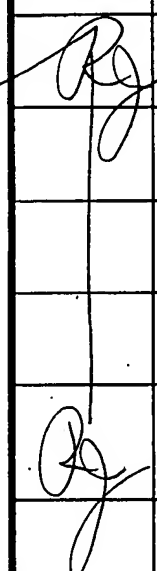| Substitute for form 1449A/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT *(use as many sheets as necessary)*				Application Number	Not yet assigned
				Filing Date	Herewith
				First Named Inventor	KEIL et al.
				Group Art Unit	Not yet assigned
				Examiner Name	
Sheet	5	of	6	Attorney Docket Number	B01.003

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	EE	Minetheme Knowledge Bank "Information: that Inspires", *http://www.mindtheme.com/knowledge/trst.asp* (Download date 4/10/01)	
	FF	Dominator 2000™ Market Simulation Model From DSS Research, "Dominator 2000™ *http://www.dssresearch.com/library/Dominator/dominator.asp* (Download date 4/10/01)	
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	HH	Johnson, Richard. M., Sawtooth Technologies: "Trade-Off Analysis of Consumer Values" reprinted from *Journal of Marketing Research*, published by the American Marketing Association, Vol. 11 (May 1974), pp. 121-127, *http://www.sawtooth.com/news/library/articles/johnson.htm* (Download date 2/14/01)	
	II	McCullough, Dick "The Cake Method: A Proprietary Hybrid Conjoint Approach", Macro Consulting, Inc., *http://www.macroinc.com/html/art/s_cak.html* (Download date 12/6/00)	
	LL	ACA, "Adaptive Conjoint Analysis", http://www.sawtoothsoftware.com/aca.shtml (Download date 2/14/01)	
	MM	"Analysis: Conjoint Case Example From DSS Research – Marketing Research For...", *http://www.dssresearch.com/conjoint/CaseExample/Analysis.asp* (Download date 4/2/01)	
	NN	A Review of Conjoint Analysis, Technical Paper from DSS Research: "Understanding Conjoint Analysis", *http://www.dssresearch.com/conjoint/Library/Conjoint/conjoint.asp* (Download date 4/2/01)	
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Examiner Signature	Roman Geanty	Date Considered	7-18-06

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Attorney Docket No.: B01.003

Substitute for form 1449A/PTO			Complete if Known	
			Application Number	Not yet assigned
INFORMATION DISCLOSURE STATEMENT BY APPLICANT			**Filing Date**	Herewith
			First Named Inventor	KEIL et al.
			Group Art Unit	Not yet assigned
(use as many sheets as necessary)			**Examiner Name**	
Sheet	6	of	6	**Attorney Docket Number**	B01.003

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
	PP	Mangen Research Associates, Inc., (1999) "Introduction to Conjoint Analysis", *http://www.mrainc.com/conj_intro.html* (Download date 2/14/01)	
	QQ	Mangen Research Associates, Inc. (1999) "Correlation of Estimates – Conjoint Analysis", *http://www.mrainc.com/estimate_conj.html* (Download date 1/2/01)	
	RR	Online Insight – Thanks for your time, *file:///D:\StartHere.html* (Download date 12/18/00)	
	SS	eBranding Study: Oneline Insight & jAccenture – "What is Conjoint?", *http://www.onlineinsight.com/ebranding/conjoint.html* (Download date 4/27/01)	
	TT	Paul, Lauren, "1 to 1 Marketer", publish 3/1/01, http://www.1to1.com/Building/CustomerRelationships/entry.jsp?REQUESTED_URL (Download date 5/31/01)	

Examiner Signature	Romain Jeanty	Date Considered	7-18-06

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet	1	of	1

Complete if Known	
Application Number	
Filing Date	November 5, 2001
First Named Inventor	KEIL, Sev K. H.
Group Art Unit	2122
Examiner Name	Not yet assigned
Attorney Docket Number	B01.003

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Examiner Initials*	Cite No.¹	U.S. Patent Document Number	Kind Code² (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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						RECEIVED		
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¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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	Complete if Known
Application Number	10/008,995
Filing Date	November 5, 2001
First Named Inventor	Keil, Sev
Art Unit	3623
Examiner Name	Romain Jeanty

Sheet	1	of	1	Attorney Docket No: J140U003US00 (B01.003)

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Examiner Initials*	Foreign Document No	Publication Date	Name of Patentee or Applicant of cited Document	T⁴

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